

**TUESDAY EDITION**  
SEMI-WEEKLY KERNEL

# THE KENTUCKY KERNEL

UNIVERSITY OF KENTUCKY

VOLUME XXI

LEXINGTON, KENTUCKY, TUESDAY, MARCH 10, 1931

NEW SERIES NUMBER 45

## YATES, BRONSTON ARE SELECTED AS CO-CAPTAINS OF 1932 BASKETEERS

### PEPY'S DIARY

Thursday: To the well known place of evil where I did see MARY GRACE HEAVENRIDGE and MARY RUSSEL WINGOTT who did seem to be in earnest discussion of the KAPPA or some other subject distasteful to them for they did frown often. JOHNNIE JONES and his MUCH BELOVED did sip their cokes and they did look each into the other's eyes and it did impress me as refreshing: JACK ROBEY and AIDEN HIGGINS did sit silently and me thought it good to see AIDEN again. Later to a class and crossing the campus did see VIRGINIA YOUNG, MARY HUDSON, GORDON FINLEY, SHIPWRECK KELLY, FRANK STONE, DUKE JOHNSTON, and other campus notables and near notables.

In the evening to a show of moving pictures where TOM RILEY did sit silently with ROAMIN' RENA and did frown at the animals as they did cavort across the screen of silver. After a discussion of the DELTA ZETAS to bed with worries about classes.

Friday: Up late and did feel badly because I did not attend my class but did feel happier after a late breakfast of toast. Down into the city where I did see WATTIE KAY and DICK MOORE and BILL ARDERY who did seem to argue strenuously, and JAKE BRONSTON and FLOY BOWLING who did not argue.

In the afternoon to the university where I did see FRANK PHIPPS and JOE ALLEN and SIS BRENT and VIRGINIA. I did talk with several persons who did seem much agitated over the election of a PROM QUEEN and did hear many comments on the two petitions which students did turn in for VIRGINIA YOUNG. After idle chatter with HUGH NORMANT, GEORGE WAITE, JOHN MURPHY and MORTON WALKER to lunch of green beans and cornbread and did wish I had better food.

In the evening to the ALPHA GAM bungalow where I did see HENRIETTA SHERWOOD who did look charming as usual, and JANE GARY, who did look as if she did expect her SIGMA CHI to come, and BETTY MATZ, who did look hopeful for the office of QUEEN OF THE PROM. Afterwards to the CHI OMEGA hut where the members did give me a cordial reception and did ask if CARLEEN GRANT would be elected PROM QUEEN and I did tell them that they did take too much interest in the election and they did sneer at me.

Saturday: Did arise early and did did attend every class. Did see MILLIE NELSON which did recall my thoughts again to the PROM QUEEN and later in the morning did see EMILY HARDIN and HENRIETTA WHITTAKER and I did ponder long over the election. At the den of inquiry I did sip my coke as did BILLY HUBBLE, TIT HOUSE, JIMMIE LYONS, HUGH JACKSON, SARAH McCAMPBELL and SIS WILLIS did sip cokes daintily and several FOOTBALL PLAYERS did discuss DOUG FARRISH as a good prospect for the BIG BLUE next fall and I did predict he would be ALL-SOUTHERN in two years. THEO TEBBS and JACK WOODS did talk solemnly and methought that she did not seem as animated as formerly.

In the afternoon to a show of pictures where I did see many friends and enemies and in the evening to a dance which the STROLLERS did give but did have an unpleasant time.

### Sophomore Society To Be Established

W. S. G. A. to Be Host at Dinner for 15 Eligible Women

The Woman's Self Government Association will be hosts at a formal dinner given at 6:30 o'clock Thursday night at the Phoenix hotel in honor of 15 sophomore girls who have been chosen as charter members of a group which will become an honorary sophomore sorority.

Members of the council will petition Owens, the national honorary sophomore sorority W. S. G. A. is sponsoring the sorority which has met the approval of the dean of women.

Those chosen were selected on a basis of scholastic standing and outside activities. The following girls are eligible: Alice Bruner, Jacqueline Bull, Hortense Carter, Eleanor Dawson, Jane Dyer, Dorothy Gould, Isabelle Isgrig, Margaret Le Stourgeon, Lois Neal, Mildred Neal, Mary O'Brien, Mary Elizabeth Price, Aylene Razor, Ruth Wehle, and Mary King Montgomery.

### MORTAR BOARD TO MEET

Mortar Board will meet at seven o'clock Tuesday night in Patterson hall. Mary Virginia Hailey, president, has announced that the meeting is a very important one and all members must be there.



**R. D. McIntyre**  
Chosen O.D.K. Committee Head

Prof. R. D. McIntyre, faculty adviser for Nu Circle, Omicron Delta Kappa was elected chairman of the National Scholarship Committee of that fraternity at the business session of the national convention Saturday. This committee will formulate the regulations under which a graduate scholarship will be given each year for members of the fraternity. The committee will also select the recipient for the first award which will be made on June first of this year. This is the first time such a committee has been elected and considerable interest has arisen in the fraternity over the scholarship plan.

At the Saturday meeting of the ninth annual convention at the Lafayette hotel, national officers who were elected were Dr. Frank C. Brown, comptroller of Duke University, president; Dr. George Lang, University of Alabama, vice president; and executive secretary, Dr. William M. Brown, president of Atlantic University, Virginia Beach, Va.

During the stay of the 75 delegates, they were entertained with a tea by President and Mrs. Frank L. McVey. Friday evening the local chapter held a dinner-dance in their honor and Saturday noon there was a luncheon for officers and delegates. Assembly and committee meetings were held from March 5 to 7.

The members of the local chapter of O. D. K., national honorary leadership fraternity, are: Messrs. Carey Spicer, president; Ben Harrison, vice president; Howard Williams, treasurer; James Chapman, Jack McGurk, William Trott, William Young, Paul McBrayer, L. G. Forquer, Gordon Finley, Lewis Payton, Rex Allison, Truman Drury, Stewart Augustus, Jake Bronston.

### S.A.E. "Thoroughbred Event"

To Feature Coed Derby Trial

A prelude to the spring racing season in Kentucky and an innovation at the university has been planned by the local chapter of Sigma Alpha Epsilon for their informal dance, from 9 to 12 o'clock, Saturday evening, March 14, which will take the form of a "Thoroughbred Event." The Co-ed Derby Trial in which the female contingency will compete for a purse given for the best sports costume will feature the event.

Clubhouse passes printed in the fraternity colors, purple and gold, have been issued to the invited guests, and will be worn by them. Two colored jockeys, dressed in the colors of J. B. Respass, purple and white, will usher the crowd into the race track at the Men's gymnasium, after supplying them with race programs.

The judges' stand, built in the infield in the center of the gymnasium floor, will house Alphonso Trent's orchestra, which has been engaged to furnish the music. The rest of the floor, outlined with green and white, will be used as the race track for the dances.

A clubhouse, erected in one corner of the room, will furnish entertainment and housing for the chaperones of the dance.

No-breaks will be featured as six races, which will include a basketball race, a football race, a track race, an intramural race, a Kentucky Beauties race and the Co-ed Derby Trial.

The racing commission of the fraternity is composed of Frank Stone, chairman, Jimmie Lyne, Jimmie Boddie, and Ed Greene.

Kansas State College has installed a "dating bureau" for students. Women filing their names with the office, to make the bureau successful should answer a questionnaire including the following points: height? waist? drink? smoke? neck? appetite? age?

### LETTERS GIVEN TO NINE VARSITY PLAYERS OF 1931

Lexington Alumni Association Honors Cagemen at Annual Banquet

### FRESHMEN NUMERALS PRESENTED TO 12 MEN

Miss Marguerite McLaughlin Presides; Spicer and Rupp Speak

Kentucky will have two basketball captains for the 1931-32 varsity basketball team. George "Fever" Yates, Elizabethtown and Jake "Herman" Bronston, Lexington, were elected by the 1931 "K" men as co-captains, at the annual Lexington Alumni association banquet given at the Lafayette hotel last night.

"Big George" is 21 years old, and has played basketball since he was in the eighth grade. He was chosen twice on the all-district team, and twice on the all-regional teams with the role of honorary captain. He entered Kentucky in 1928 and has played on the squad for two years. Last year he substituted for Milward.

Yates closed the season in Atlanta last week winning unanimous acclaim as the greatest center in the South this season. Big George won recognition for the cleverness and the great fighting spirit which he has shown in varsity competition.

Bronston was the backbone of the Big Blue defense this season and his great playing thrilled the Kentucky fans and made many admirers for him wherever the Wildcats played. He was mentioned prominently for all-Southern honors before the tournament committee selected Kentucky as a seeded entry in the conference tournament.

He saw service toward the end of last season and was a great asset in the 1930 tournament. This year he started as a regular and Rupp built the greatest team in the South around Bronston.

"Herman" was captain of the frosh squad four years ago and in his last year, the Wildcat guard again wins the captaincy honor.

Miss Marguerite McLaughlin, president of the alumni association, presided at the banquet. Carey Spicer, captain and all-Southern forward gave a brief talk. He praised Coach Rupp as a man who knows how to handle boys and a coach who showed his truth at Atlanta.

A rising vote of thanks was given by the team to Mrs. Katherine Lyons, secretary to S. A. Boles, graduate manager of athletics, who will leave the city in the near future. Mrs. Lyons has aided Kentucky athletes to a great extent and her work has been appreciated.

A tremendous ovation was given Coach Adolph Rupp when the Kentucky Alumni Association.

(Continued on Page Four)

## DR. A. J. BARNOW TO SPEAK TODAY AT CONVOCATION

Native of Holland Will Give Address at 10 o'clock in Memorial Hall

SPEAKER IS NOTED EDUCATOR AND WRITER

Program Is Sponsored by Pan-Politikon as Part of March Study

Dr. A. J. Barnow, prominent writer and educator, and holder of the Queen Wilhelmina chair of Dutch languages and literature at Columbia University, will address the university convocation at 10 o'clock this morning on "The International Position of Holland," in Memorial hall, and will speak again at 3 o'clock this afternoon on "Dutch Political Parties." The addresses by Dr. Barnow are sponsored by Pan-Politikon, student organization for the purpose of studying international relations.

Dr. Barnow will deliver another address at a dinner meeting given in his honor by the International Relations club at 6:30 o'clock to night, in the University Commons. The subject of this address has not been announced.

A native of Holland, Doctor Barnow was professor of Dutch languages and literature in the municipal gymnasium at the Hague from 1902 to 1919, and was a lecturer in English at the University of Leyden from 1907 to 1913. For many years he was correspondent at the Hague of the New York Nation.

The sponsoring of these lectures by Pan-Politikon is in accordance with a custom which that organization has practiced since it was established four years ago. Members of the club have worked to bring about a better understanding of international relations by taking one country at a time for study.

Holland is the subject for study during March. As a background for lectures on that country, professors have been asked to cooperate by presenting aspects of Holland in one or more class periods during the month. The art department has planned to cooperate by arranging exhibitions of Dutch paintings. Prof. Frank Fowler, of the Guignol theatre, plans to read a one-act play, "My Lady's Lace," at 2 o'clock in the afternoon of March 12. Dr. E. F. Farquhar, faculty adviser to Pan-Politikon, will speak on "Dutch Influences in the United States," on the same date.

Countries which have been studied by Pan-Politikon since its organization are: Russia, China, Italy, Mexico, the Spanish Americas, and Canada.

### Senator Chandler Speaks at Banquet

Senator A. B. "Happy" Chandler, Versailles, was the principal speaker at the first intra-fraternity banquet held at the university Thursday night, March 6. The subject of the talk was "The Real Fraternity."

The banquet, which was sponsored by the Y. M. C. A. and arranged by a committee composed of Malcolm Barnes, representing the senior cabinet, and Cameron Coffman, representing the freshman cabinet, is a new feature on the university campus. The idea of the intra-fraternity group banquet originated at the University of Illinois. It is the plan of the Y. M. C. A. to make it a permanent feature in fraternity activities.

MATH CLUB TO MEET

White Math club will meet at 4 o'clock Thursday in room 109 McVey hall.

Dissertation on Weather, Love Reveals Case of Spring Fever

Ah! 'Tis spring, and the young man's fancy turns to love. Why write a dissertation on the glories or disglories of springtime, when anybody knows that if we laud the blue skies and the budding grasses, it may be snowing like "Hail Columbia" before the article gets into print—or, if we deplore the chilly March winds, we may be engrossed in the warmth of a sun bath on the morrow? What's the use!

And yet let us write of spring. Musing the turmoil and the strife of college life; among a vast conglomeration of so-called students and hard-boiled pros, mingled with the crowds who gaze languinely at spectacular athletic events; moving in the oblivion of eds and ettes who mourn lugubriously over incapacity to perform impossible tasks enjoined by inhuman demagogues; sitting in the quiet of our own room with a heart-felt desire and endeavor to think, we think—think we've got the spring fever!

That is an excuse for not doing many of the tasks which come before us throughout the day. Then why is it that young men choose this time of the year to fall in love? Does it not require the most exhaustive mental processes imaginable to win the fair damsels who pull so heavily upon the heart strings? And yet the young men come forth with such as this:

"You are the one beautiful, lovely, precious, and effeminate gem—the climax of all fanciful pulchritude in the realm of omniscient reverie. You are the unattainable, the fleet-fairy, yet the omnipresent in the strange pensiveness of my mental frame. You are the white cloud that floats on the breath of an animated globe, a cloud only because of the impenetrability of my visual comprehension. You are the one queer inhabitant of our terrestrial domain, queer only because I prefer the unique. You are the horizon and the greatest constellation; you are the supra-zenth of the universe!"

Oregon State held fifty-two degrees in one year. Not bad for one college.

When a galley is set on the line-

ADVANCED DATES

March

March 9—Dr. McVey will speak to the University Alumni club in Pineville, Kentucky.

March 15—Final organ recital of the season by Dr. Sidney Durst, of Cincinnati College of Music. Memorial building, 4 o'clock.

March 22—Piano recital by Marchel Thalberg of the Cincinnati Conservatory of Music. Memorial building, 4 o'clock.

March 29—The choir of Central Christian Church will present a sacred concert. Memorial building, 4 o'clock.

April

Superintendent W. A. Sutton, President National Education Association and Superintendent of Schools of Atlanta will speak at the monthly convocation, April 22.

Y. W. and Y. M. C. A. speaker about first of April, details to be announced later.

Annual University of Kentucky Alumni dinner, Louisville, Thursday, April 16, 6 p. m.

Meeting of the Mississippi Valley Historical Association, with representation of all Mississippi Valley states, University of Kentucky, April 30, May 1 and 2.

A linotype machine. These are run by two men who must study for unsympathetic profs just the same as you or I.

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## HENRIETTA WHITTAKER IS CHOSEN TO BE QUEEN OF 1931 JUNIOR PROM

### FARQUHAR TO BE HEAD OF CONTEST

Three Distinct Types of Plays Will Compete in Event Sponsored by American Drama League

Prof. E. F. Farquhar, member of the English department of the university, has been named state chairman of the annual play-writing contest sponsored by the Drama League of America. The contest covers three distinct types of plays, a full length play, a one-act play and a religious play. The contest closes March 31, 1931.

This is the fourth annual contest sponsored by this league. The purpose of the contests is new authors, and the development of native American Drama. The national judges for the full-length plays will be Walter P. Eaton, critic and author, Stuart Walker, producer and playwright, and Arthur Edwin Crows, author of "Playwriting for Profit". Judges for the religious plays will be Dr. Norman L. Richardson, Prof. Harold A. Ehrensperger, and Mrs. A. Starr Best. The judges for the one-act plays will be Kenyon Nicholson, dramatist, and Alexander Dean, of the Yale University Theatre.

The full length play must be written to fill one evening when produced, but may contain any number of acts or scenes and may be written on any theme. The sponsors are searching especially for good, clean, high-class comedy. A special additional cash award will be given if the play contains these specifications. The one-act play must be appropriate for production during the celebration of the George Washington bi-centennial in 1932. The religious play must be full length and the theme must be ethical and wholly non-sectarian. It need not be necessarily based on Biblical incidents.

The usual method of preparing manuscripts will prevail, and the manuscripts of the full length and one-act plays must be sent directly to the respective state centers, while the religious plays, and all those from England and Canada must be sent to Mrs. A. Starr Best, Contest Chairman, 828 Michigan Avenue, Wilmette, Illinois.

The author is to receive \$500 advance royalty on the book and amateur acting rights of the winning full length plays, \$100 advance royalty on the winning one-act play, and \$1500 advance royalty on the religious play. The author is to receive 10 per cent on the gross sale of the book, if published separately, or proportioned if published in collection, and is to receive 50 per cent of all collections from amateur productions.

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### CONVOCATION!

DR. A. J. BARNOW TO SPEAK TODAY AT THIRD HOUR

## PRESENTATION TO BE AT 11:15 P. M. FRIDAY EVENING

Queen-Elect Is Pledge of Kappa Kappa Gamma, Social Sorority

O. D. K., LANCES TO PLEDGE AT DANCE

Entire Class to Participate in Grand March of Ball

Miss Henrietta Whitaker, Kappa Kappa Gamma pledge, was elected yesterday by the men of the junior class to reign as Queen of the Junior Prom, which will be given from 8 to 1 o'clock, Friday evening, March 13, in the Men's gymnasium. Miss Whitaker will be crowned at 11:15 o'clock, following the Grand March and her presentation by Duke Johnston, S. A. E., president of the junior class.

Balloting was conducted by the election committee, composed of Billy Hubble, chairman, James Lyne and Hugh Jackson. Votes were counted and checked by seven men, in the presence of a Kernel reporter. Arrangements for the ball are in charge of Vernon Chandler, chairman, Chick Kastner, and Frank Stone.

This year's Prom Queen who is the daughter of Mr. and Mrs. Arthur Whitaker, Russellville, came to the university in September, from Logan College. She is a member of the Kentuckian staff, a Stroller eligible, and a major in the department of journalism.

As her gown for the occasion, Miss Whitaker, who is a brunette five feet, five inches tall, and weighs a scant 110 pounds, has chosen an extremely long white satin evening dress with which she will wear rhinestone costume jewelry.

A dias, erected at one side of the gymnasium, will contain the throne which will be decorated in blue and white. During the coronation ceremonies, a bouquet will be presented to Miss Whitaker, by Vernon Chandler, Lambda Chi Alpha, chairman of the junior class will participate in the Grand March which will be led by Miss Whitaker and Duke Johnston, and which will end at the throne. Following the coronation the "Queen of the Prom" no-break will be held in Miss Whitaker's honor.

Twelve hundred date bids and 1300 stag bids will be distributed today to juniors and seniors through the medium of the university post office. Each junior is entitled to one date bid and two stag bids, and each senior will be given one date bid. Those persons who do not have post office boxes have been requested to call at the window for their bids.

Omicron Delta Kappa and Lances will hold their pledging exercises during an interlude of the ball. Special no-breaks will follow in their honor.

Deans of the university and their wives will be the chaperones of the occasion.

### Josephine Parker Makes Appearance

New Music Instructor Has Part in Vesper Program in Memorial Hall

Miss Josephine Parker made her first appearance since assuming her duties here at the Vespers program Sunday in connection with the Philharmonic orchestra, under the direction of Prof. Carl A. Lampert. Accompanied by Mrs. Lela Cullis at the piano, Miss Parker gave as her first number the soprano aria, "Rejoice Greatly" from Handel's Messiah.

The Philharmonic orchestra presented the Overture to "Phedre," Massenet, as the opening number. The orchestra is composed of 35 persons and is conducted by Professor Lampert. There were four orchestra numbers and two groups of soprano solos with an encore.

The program follows:

1. Overture to "Phedre," Massenet.

2. Soprano aria, "Rejoice Greatly," from the Messiah, Handel; Miss Josephine Parker and Mrs. Lela Cullis at the piano.

3. Ballet Suite from Gluck's Operas, Gluck-Mottl; (a) Iphigenia in Aulis; (b) Orpheus; (c) Musette from "Armide."

Sleeping Beauties, Tschalkowski.

5. Soprano solos: (a) O Little Drum, Lily Strickland; (b) The Siegh, Koontz; Miss Parker.

6. Ballet Music from, "Faust," Second Suite, Gounod; (a) Entry of the Trojan Maidens; (b) Solo Dance of Helen; (c) Bacchanale and Entry of Phryne.

ALUMNI MEET

Alumni of Purdue University living in Lexington and the Blue Grass attended a reunion at 8 o'clock Saturday night in Dicker hall. The meeting was sponsored by Dean and Mrs. F. Paul Anderson. Moving pictures of Purdue football games were shown.



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## THE FLU

The influenza epidemic which has been disturbing class schedules and disabling students and instructors alike for the past few weeks is beginning to die down under treatment and preventative measures instituted by school authorities.

Teachers have been told to be lenient with cuts, the dispensary attendants have worked furiously to check colds and to paint sore throats, and students and teachers have been warned to stay at home and prevent spreading the disease if they have it. Vicks salve, creosote, camphor rub, listerine and aspirin have been used lavishly by everyone for the tiniest cold or even for a suspicious tired feeling. As a result the flu situation is clearing up. The closing of school, which was considered last week when absences mounted alarmingly, will not be necessary.

Last week was the fourth week of the new semester, and almost without exception instructors felt it necessary to give a quiz to cover the month's work. It was these tests, looming darkly over sick beds, that called many flu-stricken students to class. Most of the tests were at the first of the week, and as a result of the exposure, students were already sick became worse and were forced out of school for three or four days. One boy dragged through three tests with a splitting headache and then stumbled home to bed and before night was delirious. Another brought his sneezes to the quiz, carelessly shook out his handkerchief in the classroom, and infected six other persons who were forced to stay out of school.

However, test week is now over and the cases of flu among students are being given the best of care. Thorough prevention and treatment methods are urged. Slowing up of the activity of the university is better than stopping it entirely.

## STUDENT EMPLOYMENT

The personnel bureau of the university, under the direction of Dr. James Miner and Dr. Henry Beaumont, offers several positions to the students who are looking for work at the present time.

A most unusual offer has come to the bureau

from a large insurance company in the east. The company desires to employ a student who is interested in insurance work to add to their staff in Lexington territory. This student may do part time work until the close of the semester at which time he will be placed on a full time schedule. This is an excellent opportunity, giving the person employed a chance to become acquainted with his work before he takes a large responsibility.

The position is on a commission basis and the student probably will have to pay his own expenses for the first few months.

The district agent for the company will be in the bureau office on the 20th of March to see applicants, and it will be necessary for students who are interested to make an appointment with Doctor Beaumont previous to this date. Doctor Beaumont is in his office from 10 to 12 daily.

A representative of a national magazine will be in the bureau office this afternoon from 1 o'clock until 4 o'clock to interview college men for the summer sales department of the publishing company. A position for the entire summer is offered, and a regular salary will be paid in addition to a bonus for extra orders. Many other opportunities are open.

## KENTUCKY'S HELPING HAND

The University of Kentucky's personnel bureau under the direction of Dr. Henry Beaumont, is rendering a valuable service to the university and to those attending it. It is infesting aimless students with new ambition and providing the industrious students with after-college employment prospects which they otherwise might not find. It is giving a new element of earnestness to the college.

Many of the boys and girls who come to college have no definite reason for doing so. They "take" some pre-med and some pre-law and a dash of animal husbandry. They major in this and minor in that; they flunk this and pass that, without aim or direction, or serious thought. The need for some agent to guide the routes of these scholastic wanderers has long been felt; and this agent has at last come into being with the creation of our personnel department. Now the student who is totally undecided about his future work, or who is dissatisfied with the work he has chosen, needs only to consult the personnel service and place his fate in the hands of the personnel workers. By means of questionnaires, consultations, vocational guidance talks and literature, occupational discussions, and various experiments with the undecided students, his individual talent and tendencies are revealed. He is introduced to worlds he never thought of before. He is fitted into a suitable profession, made to order for him by expert psychological tailors.

The other service of the personnel bureau is quite as worthy as this one. Interviews between members of the senior class and representatives of several large business organizations have already been arranged, and more will occur before the school year is completed. A large chain department store and a powerful electric corporation have already sent interviewers to the university to glean the cream of the senior crop for their business. Opportunities are to be given for entering advertising, manufacturing, and selling concerns. It is only just that the student who gives all he has to his college for four years should be helped by that alma mater to find employment when his days with her are over. These interviewers help the honestly working college student to get a start.

Besides helping perplexed students to settle into proper courses, and securing employment for deserving students, the personnel bureau is also accelerating the growth of the university. High school graduates turn to the University of Kentucky for their college education because of this aid that is promised through its personnel bureau. Kentucky is one of the first institutions in the south to recognize the necessity and value of personnel service. Such work executed as it is at the present will benefit and influence many college students.

Age takes a heavy toll that generally runs into big figures.

Smedley Butler got such a thorough course in lectures from the war department that he's going on the speaking platform.

Apparently, love's price of admission is repentance.

## Y. M. C. A. LENDS A HAND

Late last summer, while the ravaging work of the drought was still pulling the country into the depths of despair, many of the younger generation began to worry as to the possibilities of entering school in the fall. Authorities predicted a noticeable decrease in enrollment for the winter term in all the various colleges and universities. But they couldn't down these college men and women. They faced their individual problems seriously, persuaded harassed parents that they could take care of themselves, packed the trunk and came to school.

Determination paid, they soon discovered; for those who earnestly desired to work, the way was somehow cleared by the Y. M. C. A., the student loan funds or willing business men of Lexington who have always shown faith in the abilities of the university students. If they needed advice or a cheering word, or companionship, they found it in the office of Mr. Bart Peak and Miss Margaret Lewis, university secretaries of the Y. M. C. A. and the Y. W. C. A., respectively.

The work done in securing employment for students has been handled quietly, unobtrusively, throughout the school year. Mr. Peak and his assistants deserve all the commendation and sincere praise that the student body can pay them. This year approximately 50 full time jobs and 75 part time jobs have been secured for students through the Y. M. C. A. bureau.

A file of applicants is kept in Mr. Peak's office, and many and varied have been the jobs filled by enterprising students.

They have shown their capabilities and real desire to help their parents and themselves by working at anything from waiting on tables, firing furnaces or taking a paper route, to actual manual labor and acting as "nursemaid."

Such worthwhile work as the Y. M. C. A. is doing has its own reward when its sponsors realize that they are making reliable men and women of our college students, and is proving them with an education which is broader than is often offered.

## RADIO PROGRAMS

Radio is playing a living part in the development of the University of Kentucky. It is the only active link between the university and the state which enables all people to maintain direct contact with the activities which are being conducted here. Its value is absolutely immeasurable to the people of the state as it provides instruction for them in all phases of cultural and agricultural endeavor. To many people in the rural districts it is their only contact with the cultural world, and is their only college textbook.

The programs which are sent from Lexington by remote control over WHAS are pleasantly varied. They are arranged to present to the listeners a cross section of university culture and activities. Classical music is featured by the philharmonic and concert orchestras, by the glee clubs and by students who are enrolled in the university school of music; popular music is furnished by local orchestras. The lectures which are given from this station are of inimitable value, they cover every field. These lectures are arranged in consecutive series as if a course of lectures were being delivered before a class, thus enabling the radio listeners to receive the same subject matter which is being taught in university classes. Also detached lectures are delivered on subjects which are of vital interest to the majority of people.

There is only one lamentable feature about these programs and that is that plans for the customary football broadcast programs are not being made. This means that people will not be able to receive any report from university games unless they have the luck to attend them or are patient enough to wait for the inadequate newspaper reports to be published. The thrill which alumni and other friends of the university receive from listening in on the games will be no more.

All creditably large and important universities broadcast their games. Kentucky has been in the habit of doing it and we can see no logical reason why she should discontinue the practice. The university owes it to her friends and alumnae, to her student body, to her own publicity, and to herself to broadcast her games. Furthermore, inasmuch as the radio department has been so successful in its work during the year and has been appreciated so highly by citizens of Kentucky, the university owes it to this department to help it keep the good will of its listeners, for good will is valuable to any institution.

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Victor McLagen  
Fay Wray

Starts Thursday

**Right of Way**  
with  
Conrad Nagel  
Loretta Young



Tuesday, March 10, 1931

THE KENTUCKY KERNEL, SEMI-WEEKLY

PAGE THREE

Going  
to theJunior Prom  
Delta Tau Delta  
Sigma Alpha  
Epsilon

Dance

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## CONTEST ANNOUNCED

A new Street and Smith publication, College Stories, prepared especially for the undergraduate will conduct a column of interesting happenings at the various colleges and universities of the country, and will run a contest giving \$10 monthly for the best joke received, and \$2 each for such other jokes as are considered worthy of publication. \$15 for the best cartoon received monthly, \$5 for any such considered worthy of publication. There will also be a short story contest with a prize of \$100 for the best short story submitted by a collegiate undergraduate.

## BENTON'S CONFECTIONERY

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## SOCIETY

## CALENDAR

Tuesday, March 10  
University Convocation at 10 o'clock in Memorial hall. Dr. A. J. Barnow speaking on "The International Position of Holland."

Law school faculty luncheon at 12:30 at the University Commons. Theta Sigma Phi luncheon meeting at 12 o'clock in the University Commons.

International Relations club dinner in honor of Pan Politikon at 6:30 o'clock in the University Commons.

Y. W. C. A. Vesper Services at 7 o'clock in the recreation room of Patterson hall.

Sauky meeting in the Men's gymnasium at 5 o'clock.

Wednesday, March 11  
President and Mrs. Frank L. McVey entertaining with a tea from 4 until 6 o'clock at Maxwell Place. Pitkin club luncheon at 12 o'clock at the Maxwell street Presbyterian church.

Thursday, March 12  
Sigma Upsilon meeting at 8 o'clock.

## Criterion Cafe

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HARVARD UNIVERSITY  
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## CORRECTION

In the last issue of The Kernel it was stated that the new dance regulations permit each fraternity to give three dances a year. This is not true. The regulations permit a house dance and either a guest dance or a formal every year. The guest dance and the formal must be given on alternate years and each lodge is permitted but two dances each year.

## Invitations Received

The following invitations have been received here:  
Mr. and Mrs. James Rayne Rusk request the honor of your presence at the marriage of their daughter Mary Jane to

Mr. Patrick Keegan Farra  
Wednesday evening the eighteenth of March  
One thousand nine hundred and thirty-one  
at eight-thirty o'clock  
Fort Mitchell Baptist Church  
Fort Mitchell, Kentucky

after April the first  
Silver Avenue, Fort Mitchell  
Enclosed were cards:  
Reception  
Immediately following the ceremony at the home of the bride.

## FRATERNITY ROW

Mr. El Broadwell spent the week-end at Bellevue, Kentucky.  
Mr. Robert Pennington was in London, Kentucky for the past week-end.

Mr. Richard Maloney of Williamsburg, Virginia was a guest at the Sigma Nu house, and attended the O. D. K. convention.

Messrs. Billy Hayes and Frankie Ware spent the week-end in Shelbyville.

Mr. J. P. Jones was in Louisville last week-end.  
Messrs. William Woodruff of Emory University; Robert King, Dan Lafar, and Walter Pralley of Davidson, North Carolina; Walter Pugett and John Henderson of University of Richmond, were guests at the Kappa Alpha house to attend the O. D. K. convention.

Mr. Rufus Wilhoit spent the week-end at his home in Grayson, Kentucky.

Mr. H. B. Bastin was in Anchorage for the week-end.

Mr. James Shropshire entertained a few members of the Delta Tau Delta fraternity with a dinner party last week-end. The members were Messrs. Lawrence Herron, James Cleary, Ben Cooper, Robert McVey, William Trott, Coleman Smith, and Lawrence Shropshire.

Messrs. Ed Davis of Georgia Tech, Edmond Lockard of Johns Hopkins, Mickey Weiner and Norman Gaulk of Muhlenberg College, were guests at the Alpha Tau Omega house to attend the O. D. K. convention.

Mr. Cherrill Smith spent the week-end at Stearns, Ky.

Messrs. Vernon Shasser and J. Gordon Linsanby were guests at Princeton, Kentucky for the week-end.

Tea for Convention Members  
The members of Omicron Delta Kappa fraternity were guests at Maxwell Place, Friday afternoon from 4 until 6 o'clock at a tea given in their honor by Pres. and Mrs. Frank L. McVey.

The house was attractively decorated with flowers and lighted candles and in the receiving line were the following:  
Dr. Frank Brown, of Duke University, and his niece, Miss Hollis, of Greensborough, N. C.; Dr. George Lang, of the University of Ala-

bama; Dr. William M. Brown, of Atlantic University, Virginia Beach; Prof. R. D. McIntyre, faculty advisor of the Nu chapter of the University of Kentucky; Mr. Carey Spicer, president of the Nu chapter.

The tea tables were presided over by Mrs. Columbus R. Melcher, Mrs. Paul P. Boyd, Mrs. William Edwin Freeman, Mrs. L. C. Robinson, Mrs. Paul K. Walp, Mrs. L. J. Horlacher. Delicious dishes were served.

Assisting in entertaining were the members of Nu chapter, Messrs. Carey Spicer, Ben Harrison, James Shropshire, Howard Williams, G. B. Finley, James Chapman, Stewart Augustus, Lawrence Shropshire, Jake Bronston, Louis Payton, Rex Allison, L. G. Forquer, Hayes Owens, William Gess, Jesse Laughlin, Jack McGurk, James May, William Trott, Waller Jones.

About 300 guests called during the afternoon.

Stroller Dance of Saturday  
The members of Strollers, dramatic organization, entertained with a dance Saturday evening in the Men's gymnasium from 9 until 12 o'clock. The Kentucky Kernels furnished the music for the six no-breaks and 100 guests were present.

The members are Misses Margaret Cundiff, Mary Virginia Bailey, Dorothy Jones, Mary Elizabeth Fisher, Alice Bruner, Mary Virginia Willis, Christine Johnson, Mrs. Evelyn Freyman.

Messrs. Earl Cella, Rex Allison, Andrew Hoover, Thomas Riley, Joseph Allen, Russell Steigler, Earl Senff, Jean Royse, Max Kerr, S. F. Schuler, John Jones, William Kennedy, Malcolm Barnes, John Hearne, Horace Miner, George Roberts, Robert Newton, Jack Robey, and Witi Donovan.

During the evening Keys, honorary fraternity for sophomores, pledged.

Alpha Tau Omega Banquet  
The Alpha Tau Omega fraternity entertained with the twenty-second Founder's Day banquet Saturday night in the palm room of the Phoenix hotel.

The tables in the shape of a maltese cross were artistically arranged with the fraternity colors, azure and gold and a delicious menu was served.

Mr. Bart N. Peak, secretary of the Y. M. C. A. was speaker for the alumni chapter and Mr. Harry Calloway gave a short talk for the active chapter.

The members present were: Messrs. J. H. Calloway, C. A. Spicer, M. M. Gunkle, J. R. Sanders, W. F. Hilliard, A. S. Augustus, L. R. Morgan, L. M. Vaughn, F. M. Cutler, J. J. Boucher, Kenneth Andrews, J. D. O'Bryant, A. J. Kikel, L. A. Stranahan, F. E. Seale, J. M. Horn-don, R. L. Wheeler, T. H. Cutler, P. D. McGee, G. H. Morsch, Ellis Johnson, George Bickel, W. A. Shafer, Ralph Blevins, Robert Montgomery, Darrell Darby, Ernest Luckett, H. E. Reiser, and Ralph Rice.

The pledges present were Messrs. John Drury, Vernon Meyer, Sam Cogswell, Gaylon Harvey, Frank Stubblefield, Robert Garnett, Eugene Van Deren, Jack Allen, Kenneth Nicholson, Holton Pribble, S. T. Boaz, George Peak and Arthur Ake.

Mr. Dicker Guest at Dinner  
The local chapter of Triangle fraternity and alumni entertained Saturday evening with an informal dinner at the Lafayette hotel in honor of Mr. John B. Dicker, honorary member of Triangle fraternity and of the College of Engineering of the university who has recently returned from a five months tour of England, France, Germany and Switzerland.

Old rose and gray, the colors, were

## DENTISTS

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used in the decorations and candles of the same colors lighted the tables.

The members of the active chapter are Messrs. W. W. Anderson, W. Alberts, R. D. Cooke, Robert Cubbage, Ben Harrison, R. G. Heitz, C. R. Casner, Ben LeRoy, Warren Moore, Delaney O'Rourke, G. J. O'Rourke, R. W. Schroeder, H. B. Smith, O. K. Sharpe, S. E. Scott, J. N. Scudder, Paul Woods, William Young, F. H. Wise, T. J. Bonzo, R. H. Gray, J. L. White, J. W. Kennedy, A. E. Ross.

Alumni members present were Messrs. W. S. Bain, C. K. Hoffman, Robert Spicer, Jess Laughlin, Arthur Nutting, Joseph Sealing, Oscar Stoesser, A. J. Voelker.

Honorary members are Dean F. Prof. Anderson, Prof. L. E. Nollau, Prof. D. V. Terrill, Prof. S. T. Sauter.

Pledges who were initiated later in the evening are: Messrs. J. D. Alexander, R. A. Cooke, P. E. Dunn, Howard Holly, Frank Musselman, Sam Welsh, T. C. Wagner, C. L. Scott, Blair Hughes, M. A. Wilson.

MARTIN, APPLEBAUM SPEAK

Dr. James W. Martin, College of Commerce, and M. Applebaum, fencing instructor at the university, will be speakers during the Lexington Y. W. C. A. business girl group meetings to be held this week.

Martin will speak on "Unemployment at the Present Time and What to do About It," and Mr. Applebaum will give short talks on the sport of fencing.

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## MEN

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## MENU

## DOUBLE DECKER SANDWICHES

1. Chicken Salad and Tomato with lettuce, mayonnaise, pickle, and potato chips. 25
2. Ham and Egg Salad with lettuce, mayonnaise, pickle, and potato chips. 25
3. Cottage Cheese and Olive Nut with lettuce, mayonnaise, pickle, and potato chips. 25
4. Ham and Tomato with lettuce, mayonnaise, pickle, and potato chips. 25
5. Cream Cheese and Jelly with lettuce, mayonnaise, pickle, and potato chips. 25
6. Peanut Butter and Jelly with lettuce, mayonnaise, pickle, and potato chips. 25
7. Ham, Creamcheese, Relish, Tomato, with lettuce, mayonnaise, pickle, and potato chips. 25

No extra charge for toast

## SINGLE DECK SANDWICHES

- |                           |                          |
|---------------------------|--------------------------|
| Chicken Salad.....15      | Home-made Pimento.....15 |
| Bacon and Tomato.....20   | Cheese.....15            |
| Ham Salad.....15          | Olive and Nut.....15     |
| Tomato and Lettuce.....15 | Egg Salad.....15         |
| Cottage Special.....10    | Peanut Butter.....10     |
| Swiss Cheese.....10       | Cream Cheese.....10      |
| Home Baked Ham.....15     | Imp. Swiss Cheese.....15 |

All sandwiches served with lettuce, mayonnaise, pickle, and potato chips

## SPECIAL SALADS

- |   |  |
|---|--|
| With Mayonnaise and Wafers                |  |
| Chicken Salad.....25                      | Pineapple and Cheese.....20              |
| Egg Salad.....20                          | Ham Salad.....20                         |
| Fruit Salad.....15                        | Tomato.....15                            |
| Tomato stuffed with Cottage Cheese.....30 | Tomato stuffed with Chicken Salad.....25 |
| Coffee.....05                             | Hot Tea.....05                           |
| Butter Milk.....05                        | Ice Tea.....05                           |
| Hot Chocolate with Whipped Cream.....10   | Home-made Pie.....10                     |

## SPECIAL SUNDAY

- |  |
|--|
| Chocolate Pecan with whipped cream and cherry.....20 |
| Fruit Salad with whipped cream and cherry.....20     |
| Butter Scotch.....10                                 |
| Banana Split.....20                                  |
| Chocolate Banana Royal.....20                        |

## SUNDAY

- |  |                                  |
|--|----------------------------------|
| Pineapple Crushed Fruit.....15                   | Strawberry Crushed Fruit.....15  |
| Cherry Crushed Fruit.....15                      | Marshmallow.....10               |
| Butter Scotch.....10                             | Vanilla Sundae.....10            |
| Cherry Sundae.....10                             | Vanilla Sundae and cherry.....10 |
| All Sundaes served with whipped cream and cherry |                                  |
| Sodas, all flavors.....10                        | Special Sodas.....05             |
| Malted Milk, all flavors.....15                  | Coca-Cola.....15                 |
| Milk Shakes, all flavors.....15                  | Phosphates.....05                |
| Orangeade.....10                                 | Lemonade.....05 & 10             |
| Chocolate Milk.....05 & 10                       |                                  |
| Frosted Orangeade, Lemonade, and Limeade.....15  |                                  |

## ICE CREAM AND ICES

- |                   |                      |
|-------------------|----------------------|
| Vanilla.....10    | Black Walnut.....10  |
| Chocolate.....10  | Pineapple Ice.....10 |
| Strawberry.....10 | All Cones.....05     |

## BOTTLED DRINKS

- |                          |                           |
|--------------------------|---------------------------|
| Certel's Beer.....15     | Canada Dry.....25         |
| Coca-Cola.....05         | Canada Dry Splits.....15  |
| Grape Juice 4 oz.....15  | Tomato Juice.....15       |
| Grape Juice pints.....40 | Grape Juice quarts.....75 |

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wear white FAILLE  
tinted to match her  
costume



## Gamage Sends Men Through Last Scrimmage This Season

Coach Harry "Gloomy" Gamage sent his rapidly dwindling squad of football warriors through their last scrimmage on the practice field last Saturday afternoon. A driving rain, followed by a heavy snow storm drove the Big Blue aspirants to the showers shortly after the scrimmage began.

An epidemic of influenza combined with the retirement of several men for other sports have cut the squad down to such a small number that scrimmages will probably be discarded. Only fundamentals of the new system together with blocking and tackling will be taught.

Bob Kipping, the big blonde tackle from Carrollton, underwent a minor operation for a throat infection at the Good Samaritan hospital last week and will be lost for at least a week more. Aldridge, another tackle, and Dick Richards, have not put in appearance in uniform for more than a week due to illness. Frye, Bach, Hand, Montgomery and other have also missed several days of practice due to illness.

The squad was somewhat increased Thursday by the appearance of several varsity and freshmen basketball men. Cavanaugh reported at end, a position he has held on the Wildcat lineup for two seasons. Skinner, a varsity end, also reported for duty. Ralph Kercheval, a former Blue Devil of Henry Clay High school, was placed at full back post in Saturday's workout. "Kerchy" with his mighty toe is expected to keep opposing teams out of threatening territory this fall.

Other promising freshmen to report for their first varsity experience are: Tom Cassidy, and Hickley, who made most of the points of the Pribblemen last fall at half back positions; Mattingly, star guard on "Baldy" Gilb's freshman basketball team, is out for a guard position on the football team too.

Drills for this week will consist of charging, blocking and tackling exercises. Most of the present roster is made up of new or freshmen material that will have to be coached carefully. Several of the first year men have already showed up quite well.

Douglas Parrish, the fastest line-man on the field, is doing well at a guard position. "Red's" speed and aggressiveness may earn for him a position on the varsity next fall. Carruthers, Wagner, Davidson, Nicholson, Duff, and James, who played with Parrish on Pribble's frosh crew are also making a wonderful showing.

Just how much longer spring football will last is not definitely known. The sessions have been successful in some ways and unsuccessful in other. The new shift and formations have been absorbed very well by most of the men, but good blocking and tackling are still two fundamentals that will necessitate further practice.

### Fowler Will Read Dutch One-Act Play

On Thursday at 2 p. m. at the Guignol Theatre Mr. Frank Fowler has consented to read a Dutch one-act play in connection with the study of Holland promoted by Pan Politikon this month. The play is called "My Lady's Lace," and is one of the few examples of modern Dutch drama.

Prof. E. F. Farquhar, of the English department, will speak on the same date, telling something of the influence of the Dutch in our own country, and reading from Irving's "Knickerbocker History of New York," a delightful fanciful history that succeeds in creating the spirit and character of the Dutch founders of New Amsterdam in a highly entertaining manner. The public is invited.

### Dutch Exhibit Shown At U. K. Art Center

An exhibit of Dutch art will open at the Art Center today and continue through the 16th, in connection with the study of Holland sponsored by Pan Politikon this month. The collection will consist of photographic reproductions of Holland paintings, especially those of Rembrandt and Terborgh, and will include one original by the latter.

Professor Rannells called attention to the detail and care in Dutch art, as exemplified by the minutely designed faces that adorn their figures. This quality of careful industry in their paintings is a characteristic of the race, he pointed out.

During this exhibit there will be two lectures on Dutch art in the library at the Art Center, to which the public is invited. At 4 p. m. on March 11, Miss Jean Lowry will talk on "Dutch Painting," and on March 12, also at 4 p. m. Professor Rannells will discuss "Dutch Architecture." This latter subject according to Professor Rannells should prove especially interesting to American students.

### Annual Contest of Triangle Debating League Held Friday

The annual contest of the Triangle Debating League was held Friday at 8 p. m., the same question being argued by representatives of the three colleges in the League at Danville, Berea, and Lexington. Each college had two teams in the field, one of which took the negative and one the affirmative side of the question, "Resolved, That the Nations of the World Should Adopt the Policy of Free Trade."

In each case the affirmative side won. Kentucky's affirmative team was composed of Robert Stewart, John M. Kane, and Sidney Schell, who won their debate with Berea here in Lexington. In Danville the negative team, composed of Clyde Reeves and Hugh Jackson, lost to Centre. At Berea the Centre team lost to the Berea affirmative debaters.

The judges were Dr. B. A. Wise in Lexington, Dr. A. G. Weidner at Danville, and Prof. W. R. Sutherland at Berea.

### Harry V. McChesney Will Speak at Hotel

Members of the Blue Grass School Executive club will meet in the Phoenix hotel at 6 o'clock tonight. The meeting will be held in the palm room instead of the ballroom, as formerly planned.

The necessity of a new state constitution will be discussed by Harry V. McChesney, Frankfort, who is guest speaker for the occasion.

A resume of the recent meeting of the department of superintendents of the National Education Association which was held in Detroit will be given by Dr. C. C. Ross, of the College of Education. A male quartette will present several selections at the meeting.

President of the club is Byron Roberts, president of the Little Rock High School, Bourbon county. James B. Held, Versailles, is secretary.

**FARQUHAR TO GIVE ADDRESS**  
Prof. E. F. Farquhar of the English department, will speak at the Mt. Sterling Woman's club meeting on Saturday, March 14. The subject of his talk will be "Eugene O'Neill." On March 27, Professor Farquhar will attend the Teacher's State Association, at Alabama.

## TENNIS PLAYERS PRACTICE IN GYM

Due to the condition of the weather, candidates for the varsity and freshman tennis teams are still idle, although a few of the faithful members of last year's team may be found working out in the gymnasium in their spare time. No definite plans have yet been made for the coming season, Coach Downing stated.

Last Friday's meeting brought a large number from the freshman class who intend to try their hand at the net game. Frosh who attended the meeting were, Ringo, Dawson, Wilson, Howard, Meyer, Smith, Yost, Woollum, Braden, Stokely, Wagner, Ward, Ashley, Anderson, Banaag, Rice, Paul, Moore, Massie, Steitler, Clo, Benjamin, and Daugherty.

All these men are unknown quantities but a few of them have impressive high school records. As the basketball season is over, a full attendance of lettermen is expected at the next meeting.

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Minstrels, Musical Comedies produced and staged

## Yates and Bronston Elected Co-Captains

(Continued from Page One)  
tucky mentor rose to say a few words. Coach Rupp introduced the genial trainer of Kentucky athletes, Frank Mann.

Rupp stated that in his mind one boy who will do down in the history of local athletics as one of the greatest, gamest basketball stars that ever wore the Blue is Captain Carey Spicer. He praised "LJ" McGinnis for his scrappy playing. The third senior to receive men-

tion from Rupp was Bill Trot, an untiring and hardworking reserve guard who will be graduated in June. Coaches Gamage, Shively and Gilb also spoke.

"Daddy" Boles gave a few brief remarks, and announced the nine men who received Ks for their service this season. They include, Spicer, Yates, McGinnis, and Bronston, all-Southern selections; Worthington, Sale, Trot, Johnson and Darby, and Manager Maurice Levin. Freshmen numerals were awarded to 12 frosh. The boys are, Blair, DeMoisey, Polsgrove, Mattingly, House, Kercheval, Yancey, Settle, Bach, George, Hickey, Cassidy.

**Kentucky**

TONIGHT!  
LAST TIMES  
**DOUGLAS FAIRBANKS**  
in  
"Reaching for the Moon"  
with  
**BEBE DANIELS**

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# Why we spend \$2,000,000 to put CAMEL cigarettes in the new HUMIDOR PACK

WE have been in the tobacco business a long time down here at Winston-Salem and we take a lot of pride in the quality of the cigarettes we make.

While we have spent a good many million dollars advertising Camels, we've always held to the old fashioned idea that the thing that really counts is what we put into our cigarette and not what we say about it.

If we know anything about tobacco, and we think we do, Camels contain the choicest Turkish and the mellowest, ripest domestic leaves that money can buy.

In fact we have every reason to be proud of the quality of Camels as they come from the factory, but the remark of an old friend of ours from Denver some time ago emphasized a point that has been the problem of the cigarette industry for years.

As he inhaled the smoke from a Camel we gave him in our offices one morning, he sighed with very evident enjoyment and then asked jokingly, "What is this, a special blend reserved for Camel executives?"

"Certainly not," we told him. "This package of Camels was bought at the corner store this morning."

"Well," he said, "I've been a dyed in the wool Camel smoker for a good many years, but upon my soul I never got a cigarette as good as this in Denver. If you would give the rest of the world the kind of Camels you sell here in Winston-Salem, you ought to have all the cigarette business there is."

THAT statement simply emphasized again the cigarette industry's most important problem. The more we thought about it, the surer we were that he was dead right, and that somehow, something must be done.

Denver wasn't getting a fair break. Neither in fact was any other town. The only people who really knew how good Camels could be, were the folks right here in Winston-Salem.

That was due to a factor no cigarette manufacturer had ever been able to control.

Naturally there is no difference whatever in the quality

of the tobacco in Camels, whether you buy them in Winston-Salem, Denver or Timbuctoo. But up to now there has been a very real difference in the condition of the cigarettes by the time they reached the smoker.

The flavor and mildness of fine tobacco depend upon the retention of its natural, not added, moisture content which is prime at about ten per cent.

In spite of our great pains always to make sure Camels left the factory with just the right amount of natural moisture, no cigarette package had ever yet been designed that could prevent that precious moisture from drying out.

THERE are three things about a cigarette that can sting the tongue and unkindly burn the throat.

- (1) Cheap tobacco.
- (2) Particles of peppery dust left in the tobacco because of inefficient cleaning methods.
- (3) A parched dry condition of the tobacco due to loss of natural moisture by overheating or evaporation.

Always certain of the quality of our tobaccos we had already made Camel a "dustless" cigarette by the use of a specially designed vacuum cleaning apparatus exclusive with our factory.

Now, if we could perfect a package that would actually act as a humidifier and retain the natural moisture content, then Yuma, Arizona, could enjoy Camels as much as we do here at Winston-Salem.

We knew what we wanted. We tried many things. We asked the Pittsburgh Testing Laboratory to help us.

After many experiments and humidity tests covering all methods of packing cigarettes came the detailed report of which this is the net:

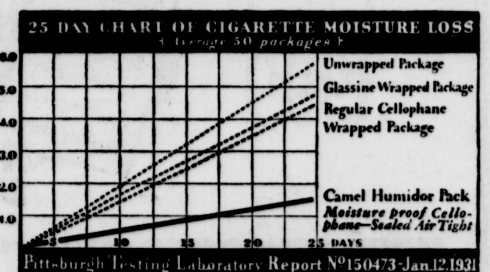
(A) No existing cigarette package, including those wrapped in glassine paper or ordinary cellophane, gives anything like adequate protection against evaporation.

(B) All cigarettes so packed tend to dry out rapidly from the day they are released from the factory.

(C) Only a waterproof material with a specially devised

air-tight seal could give the desired protection. (D) This measure, while costly, could be relied on to keep Camels in prime condition for at least three months in any climate.

If you have a technical bent, the graph below made by the Pittsburgh Testing Laboratory will show you the exact results of their exhaustive study.



Pittsburgh Testing Laboratory chart above graphically shows you that only the Camel Humidor Pack delivers cigarettes to you in prime condition

YOU may be sure we gave this report a lot of careful study. We checked it and re-checked it and then we went ahead. We tried this device and that. At last we met success. The air-tight wrapping involved the designing of special processes, special machines.

That costs a lot of money, more than \$2,000,000 the first year, but after you have tried Camels packed this modern new way we are sure you will agree it is a fine investment.

For some time now every Camel that has left our factory has gone out in this new Humidor Pack.

We have said nothing about it until now, to make sure your dealer would be able to supply you when the good news came out.

Camel smokers of course have already discovered that their favorite cigarette is better and milder now than ever before.

If you aren't a Camel smoker, try them just to see what a difference there really is between harsh, dried out tobacco and a properly conditioned cigarette.

You can feel the difference, you can hear the difference and you certainly can taste the difference.

Of course we're prejudiced.

We always have believed that Camel is the world's best cigarette.

Now we know it.

Just treat yourself to Camels in the new Humidor Pack and see if you don't agree.

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Winston-Salem, N. C.

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